PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Vicky Strychack DATE: March 3, 1994

FROM: Sonya Rush

SUBJECT: Cambridge August Direct Mail - Continuity Item List

Program Summary

Cambridge is dropping a direct mail piece during the first week of August to Cambridge smokers and to competitive smokers who have responded to Cambridge past programs. This mailing will include a catalog of continuity items as well as coupons.

Purchasing Assignment

After discussions with the Agency, we have generated a list of 12 items (See Attachment) for consideration in this catalog. The list provides a description, quantity and price range for each item. We are asking Purchasing to:

- provide samples of each of the items based on the price range specified no later than March 11.
- consider stock items and domestically produced items.
- identify special packaging or weight issues for each item.

We are also asking Scott Thompson to do a trademark search on these items and we are expected to have his results by March 11.

Once we know the availability of items and any trademark issues, we will finalize the list to **8** items by March 15.

If you have any questions or comments, please do not hesitate to contact myself or Gina Plaia Fawcett.

cc: D. Elfar
G. Fawcett
M. Mahan
V. Occhiuto
S. Thompson

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